



sa pizzarda
Nduja e zola

sa pizzarda
**Tonno di Carloforte
e mozzarella**

sa pizzarda
Spinaci e ricotta

sa pizzarda
Margherita

Still Sardinian, now louder

Sa Pizzedda starts from Sardinian ground and grows into something **crisp and contemporary**. The identity keeps the roots visible while giving them a **sharper, bolder shape**, built for Milan as much as for Cagliari. Every pizzedda still **carries a piece of the island's tradition**, and **leaves room** for what comes next.



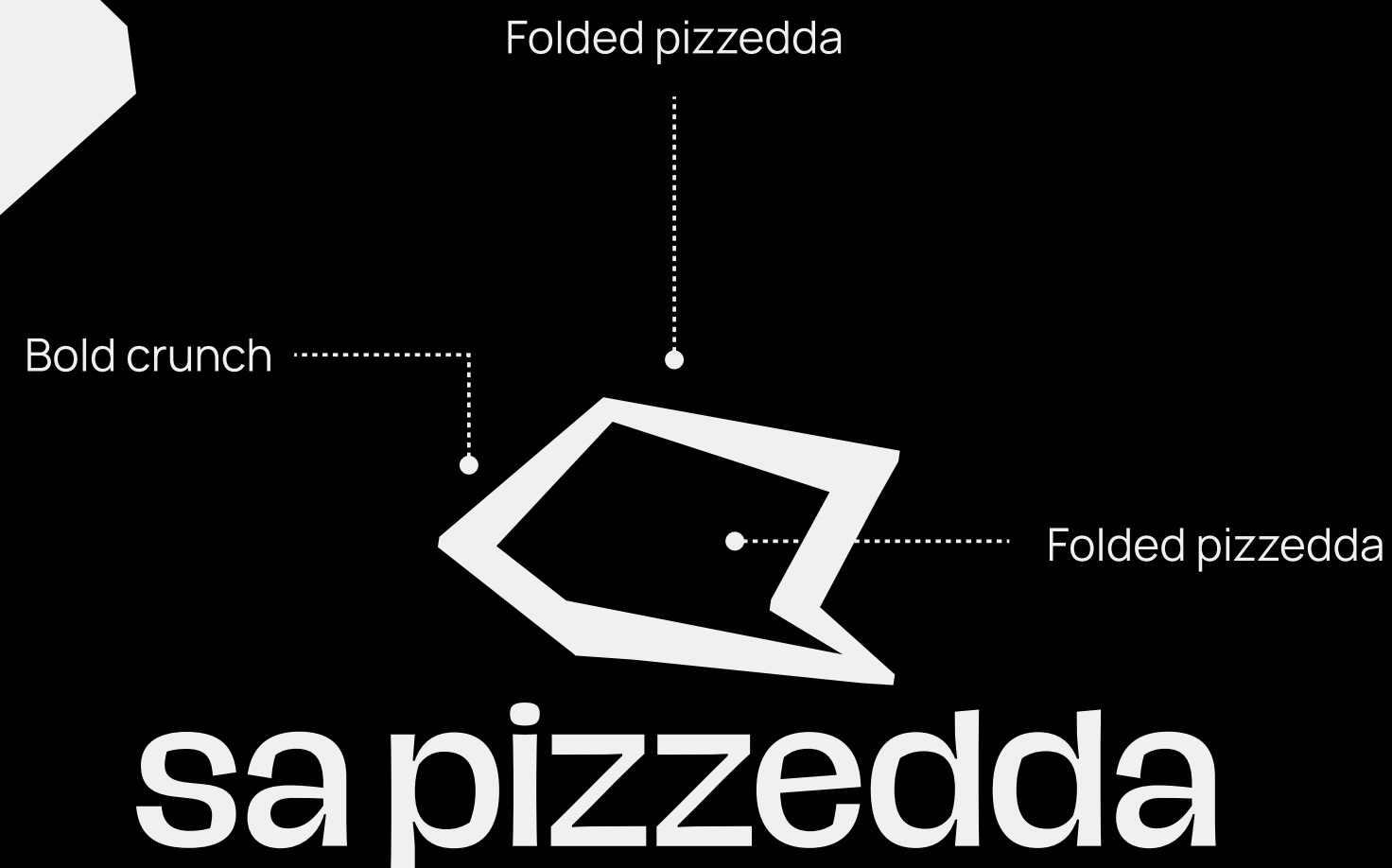


Just the way it folds

Literally traced from the shape a pizedda
already makes in your hands, corner by corner,
until it reads as a book closing and a speech bubble
opening onto a story.

One fold, many stories

The logo **starts from one gesture**: the pizedda folded in half, the way it's served. The straight cuts and hard angles around it carry the **crunchiness** and the **bold character** running through the brand. The same shape also reads as a **speech bubble**: every pizedda on the menu has a story to tell, rooted in Sardinian tradition.



PRIMARY LOGO



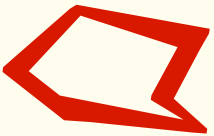
SECONDARY LOGO



TERTIARY LOGO



FAVICON

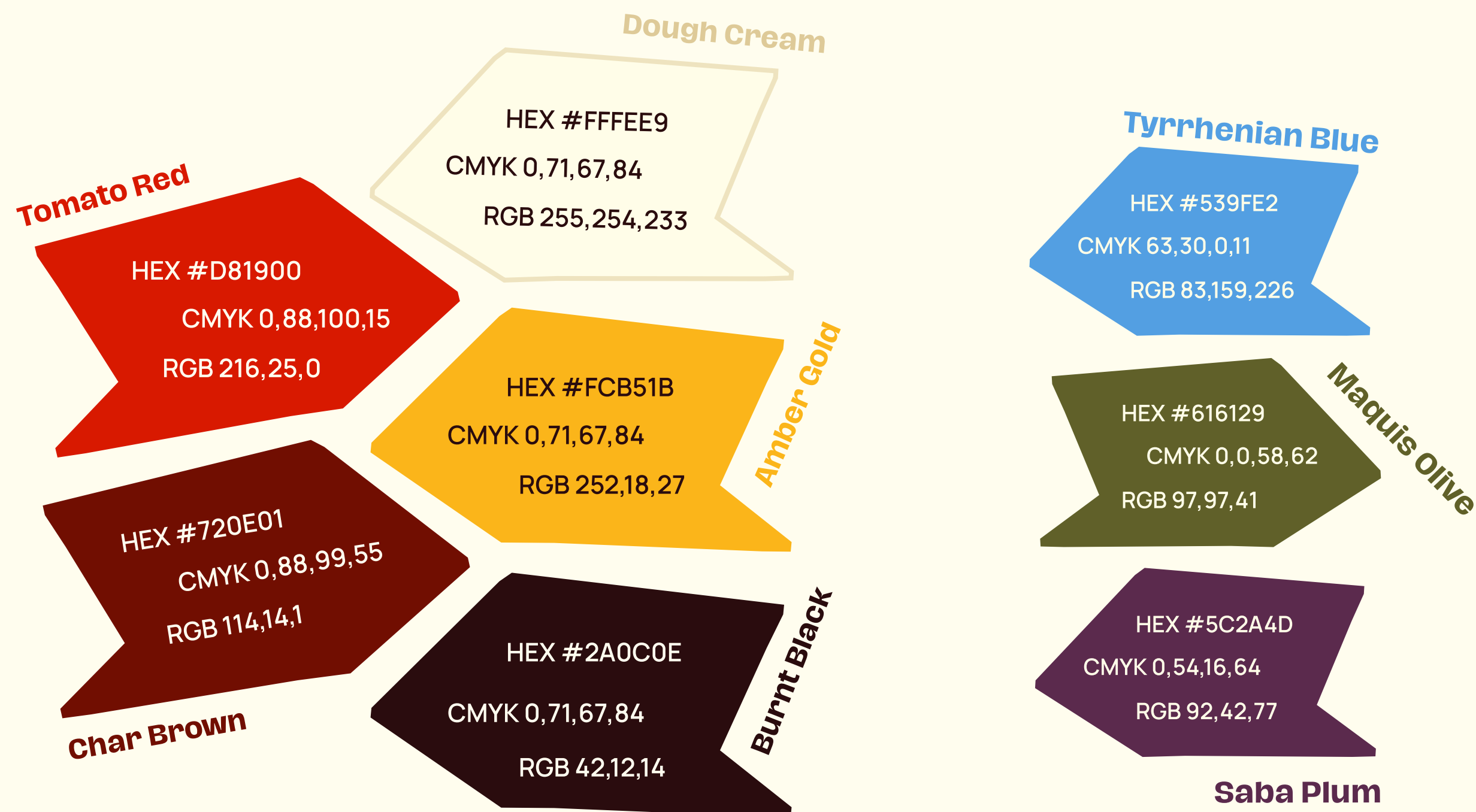


SCALABILITY



Shades of pizzata

The palette expresses every shade of the pizzata. The ripe tomatoes sauce underneath, the slight char at the crust's edge. The **warm tones** hold the heat of the Sardinian sun and the color of the dough itself. The green and the blue step outside the oven, into the scrubland and the sea that surround the island. Every tone here points to something you can taste or walk into on the island.





A grotesque with character

Hagrid is a sans serif by Cosimo Lorenzo Pancini for Zetafonts, an Italian type foundry. It mixes **grotesque structure** with calligraphic counters and inverted contrast, landing somewhere between **brutalist and expressive**, carrying the **bold and sharp** side of Sa Pizzedda across headlines and packaging. The family comes in 13 styles.

Available through Adobe Fonts:
<https://fonts.adobe.com/fonts/hagrid>

HAGRID medium

**THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG**

**the quick brown fox
jumps over the lazy dog**

**0123456789
&€?!,***

Quiet next to something loud

Manrope is an open-source sans serif by Mikhail Sharanda, refined by Mirko Velimirovic. It's built for interfaces and long text, with even proportions and a low-contrast structure that stays out of the way. Next to Hagrid **it gives the headlines room to be loud**, while menus, packaging copy and the storie **stay easy to read at any size**. The family comes in 7 weights, from ExtraLight to ExtraBold.

Free to download on Google Fonts:

<https://fonts.google.com/specimen/Manrope>

Manrope regular

THE QUICK BROWN FOX
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&€?!.,;.*

A new cut of icons

The identity extends past the pizedda itself, into an icon for every ingredient on the menu. Each one is cut with the same logic as the mark: **straight lines**, **hard angles**, the **same crunchiness** running through the shape.





**Ogni pizzedda ha un contu,
radicato nella tradizione
sarda**







**Bold,
tasty,
crunchy**

 **sa pizzata**
croccantezza sarda

**La giornata
prende la
giusta piega**



 **sa pizzata**
croccantezza sarda

**La pausa
studio prende
la giusta piega**

